

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

A. Safety

- 1. Demonstrate safety skills in the use of equipment, tools, and supplies.**
 - Research selected equipment, tools, and/or supplies. Teach someone the safe use of the equipment, tools, and/or supplies.
 - Create scenarios that depict the results of unsafe use of equipment, tools, and supplies.
 - Role-play various situations to show what to do if someone is hurt in the lab.
 - Identify sewing safety precautions and procedures.
 - Earn certification in basic first aid.
- 2. Arrange and maintain an efficient and safe work area.**
 - Create drawings of work areas for an apparel construction lab or room. Evaluate the areas for safety and efficiency.
 - Collect pictures of a manufacturing company and determine if the work area is safe and efficient. How could the work area be improved?
 - Resolve sewing and serger malfunctions.
 - Clean, oil, and care for machines according to manufacturers specifications.

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

B. Career Paths

- 1. Investigate the impact of textiles and apparel occupations on local, state, national, and global economies.**
 - Create a time line to show the evolution of textile and apparel occupations.
 - Prepare a presentation on current designers of impact.
 - Identify careers available on the local, state, national, and global levels. Include education needed and salary scales.
- 2. Explore opportunities for advancement in the areas of management, administration, and entrepreneurship in the fashion industry.**
 - Pretend you are an entrepreneur. You have started your own company that manufactures specific fashion items. Plan your business from the beginning to the grand opening. Include the following in your business plan: description of the business, information about facility needs, organizational chart, budget and information about funding sources, completed forms and records, information about compliance to laws, regulations, and codes, needs for supplies and equipment, plans for advertising and recruitment, and resources.
 - Interview business owners or invite them to the class to talk about the kinds of people they look for regarding employment.
 - Conduct a job search and evaluate job leads.
- 3. Create and maintain a career portfolio.**
 - Compile showcase pictures and information. Include a specific challenge and the lessons learned from that challenge.
 - Update the career portfolio weekly.
 - Use FCCLA guidelines to create a portfolio.
 - Research career portfolios to decide information to include.
 - Create a grading rubric for the portfolio.

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

C. Fiber And Textile Materials

1. Analyze the properties of fibers and textile materials.

- Identify the characteristics, use and care of natural and synthetic fibers.
- Develop a chart to show the origin of different natural and synthetic fibers.
- Collect pictures of various fashions and write a report on which fibers could be used for each fashion and why.

2. Investigate textile legislation, standards, and labeling in the global economy.

- Create an informational flyer, brochure, chart etc. with specific guidelines for legislation, standards, and labeling of clothing.
- Compare requirements for different countries.
- Create a care label for a selected clothing item.
- Create a poster of care symbols with the meaning.
- Contact the "Textile Industry Affairs Division of the Clorox Company" and ask them to send enough brochures for the class.
<http://www.epa.gov/opptintr/dfe/pubs/index.htm#garm>

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

D. Fashion Design And Apparel Construction Skills

- 1. Apply technology skills in designing, constructing, and altering textile products.**
 - Create a professional fashion presentation incorporating the principles and elements of design and explain each in writing.
 - Develop a presentation on technology in designing, constructing and altering textile products.
 - Identify how Computer Assisted Drawing (CAD) programs are used in the fashion and commercial sewing industry.
 - Perform pattern design operations on a CAD design program.
- 2. Demonstrate appropriate equipment and materials for constructing, cleaning, pressing, repairing, and/or finishing textile products.**
 - Develop a construction plan and include in the plan the equipment and materials that will be used for constructing, cleaning, pressing, repairing, and/or finishing textile products.
 - Select a specific textile product, and demonstrate for the class equipment and materials for constructing, cleaning, pressing, repairing, and/or finishing textile products.
- 3. Apply elements and principles of design to assist consumers and businesses in making decisions.**
 - Select specific outfits. Discuss the lines, design, and colors.
 - Create a marketing strategy to sell your design to a consumer and/or business.
- 4. Explain the ways that the elements and principles of design can affect visual appearance.**
 - Create a chart, flyer, poster, etc. of various outfits with different colors, patterns, lines, etc. Explain how each affects visual appearance.
 - Create a brochure showing various body shapes can be enhanced or minimized by various lines, colors, and/or patterns.
- 5. Construct a tailored garment.**
 - Create a chart, flyer, brochure, etc. that shows step-by-step instruction for making a tailored garment.
 - Create an evaluation checklist or rubric for constructing a tailored garment.
 - Perform advanced construction techniques.
 - Create a care label for the completed garment.

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

6. Alter a ready-made garment for custom fit.

- Develop a specific wardrobe plan that includes: body type, personal height, coloring, budget, career needs, personal interests, etc.
- Use the principles of design and alter a ready-made garment.

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

E. Textile And Apparel Merchandising

1. Analyze the significance of apparel fashion.

- Discuss how fashion and color affects different moods.
- Describe how clothing satisfies psychological needs.
- Describe the role of apparel fashion in the economy.

2. Describe marketing strategies for textile and apparel products.

- Define promotional mix.
- Explain how the use of advertising can help or hurt a business.
- Determine a target market for a promotional plan.
- Define the law of supply and demand.
- Describe competition and trends in the apparel industry.
- Describe some marketing goals for apparel products.
- Develop a marketing plan.
- Develop a budget.
- Complete an organizational chart.
- Identify potential target markets.

3. Assess the ethical considerations for merchandising apparel and textile products, e.g., false advertising, misrepresentation, and fraud.

- Collect various ads. Evaluate the ads for false advertising, misrepresentation, and fraud.
- Discuss ways in which one word can alter the meaning of an ad.
- Create ads for merchandising a specific apparel and textile product.
- Role-play situations depicting false advertising, misrepresentation, fraud.
- Categorize various situations by unethical practices such as: false advertising, misrepresentation, fraud, etc.
- Differentiate between (retail) price and cost.
- Calculate markup based on cost/retail.
- Calculate merchandise discounts.
- Create a design for fashion apparel display.

4. Examine trends and forecasting in fashion merchandising.

- Study the market for current trends.
- Describe the fashion forecasting process.
- Describe the history and trends fashion accessories.
- Describe the economic cycles on fashion cycles, fads, and trends.

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

F. Customer Service

- 1. Assess factors that contribute to quality customer relations.**
 - Practice asking open-ended questions.
 - Demonstrate effective communication skills.
 - Role-play customer approach techniques.
- 2. Demonstrate the ability to make informed consumer decisions.**
 - Differentiate between features and benefits.
 - Describe suggestive selling techniques.
 - Describe customer-buying motives for apparel products.
- 3. Assess the impact of cultural diversity on consumer behavior.**
 - Apply decision-making skills to the following situation: You are planning to start a business. Your goal is to cater to all cultures/ethnic groups. Follow the steps needed to make sure all groups are included. Present the information to the class.
- 4. Determine the skills necessary for quality customer service.**
 - Practice quality customer service procedures.
 - Describe suggestive selling techniques.
 - Role-play customer approach techniques.
- 5. Determine solutions to address customer concerns.**
 - Role-play techniques used to resolve customer concerns.
 - Create or collect some customer concerns. In a group discuss possible solutions to the customer concern. Discuss the solutions with the large group. Evaluate each solution.

FASHION DESIGN AND APPAREL CONSTRUCTION 2 ACTIVITIES

Course Code: 5711

G. General Operational Procedures Required For Business Profitability And Career Success

- 1. Analyze legislation, regulations, and public policy affecting the textile and apparel industry.**
 - Invite an attorney who works with the textile and apparel industry to talk to the class about legislation, regulation, public policy, and possible infractions. Have questions ready for the presenter. Take notes.
 - View applicable videos about the apparel and textile industry.
 - Create a brochure on legislation, regulations, and/or public policy affecting the textile and apparel industry.
- 2. Examine operational finance such as cost, retail, markups, markdowns, cash flow, and other factors affecting profits.**
 - Work with the marketing/entrepreneurship students.
 - Swap or combine classes with marketing/entrepreneurship.
- 3. Research personal and employer responsibilities regarding industry-related safety, security, and environmental factors.**
 - Invite business professionals to the class to talk about safety, security, and environmental factors.
 - Visit various businesses/industry and gather information.